AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application.

Listing of Claims:

1-40. Cancelled

41. (New) A method to assess an entity, comprising:

selecting a rubric having associated rubric information, where said rubric information includes at least one benchmark, at least one criteria associated with each said at least one benchmark, and at least one score associated with each said at least one benchmark;

inputting a machine readable representation of assessment input information associated with an entity, said assessment input information comprising an identification of a combination of the entity, an input type and the rubric;

mapping said assessment input information to said rubric information to yield results of said mapping; and

storing said results of said mapping;

where said assessment input information includes an assessment element, and where mapping said assessment input information to said rubric information includes mapping said assessment element to at least one matching benchmark included within said rubric information and further includes mapping said assessment input information to said at least one matching criteria and to said at least one matching score associated with said matching benchmark;

where storing the results of the mapping includes storing said matching score and any combination of said matching benchmark, said matching criteria, identification of said entity and of said rubric; and

where mapping the assessment input information to rubric information further creates a new benchmark within said rubric information during mapping of said assessment input information to said matching benchmark.